



Academic City
University

Changing the narrative: Redefining Patterns

Rewriting stories, challenging assumptions,
and amplifying bold voices



10-January-2026



Academic City University College
Auditorium



12:00 PM - 6:00 PM

Faith Kumah - Lead Organizer



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<https://tedx-acity-baa4.vercel.app>

Brought to you by:



x = independently organized TED event



TEDx

Academic City
University

SPONSORSHIP PROPOSAL

Event Overview

About TEDx Academic City

TEDx Academic City is a locally organized TED event that celebrates “ideas worth spreading.” The 2026 edition — “Changing the Narrative: Redefining Patterns” — brings together thinkers, innovators, creators, and leaders who are shaping the future by challenging conventions and building new perspectives for Ghana, Africa, and the world.

Our mission is to inspire a new generation of thinkers and doers in Ghana — people who are not afraid to question, dream, and build.

Event Theme

Changing the narrative: Redefining patterns

Event Highlights

- Date: 10-January-2026
- Venue: Academic City University College Auditorium
- Expected Attendance: 100 in-person attendees
- Speakers: 3 - 5 thoughtful leaders from diverse sectors
- Media Coverage: University Media Station, National TV, Radio, and Social Media

Why Sponsor Us?

As a Sponsor you will:

- Enhance your brand reputation by aligning with TED's world-renowned standard of excellence and innovation.
- Amplify your reach through digital campaigns, livestreams, and media mentions.
- Engage with thought leaders and youth innovators—future industry leaders and potential talent.
- Fulfill Corporate Social Responsibility and innovation goals by supporting a platform that promotes education, creativity, and social impact.
- Enjoy year-round visibility through post-event videos, social media content, and branded materials.

Audience & Reach

- 100+ Attendees: Students, entrepreneurs, faculty, and professionals.
- 10,000+ Online Impressions across TEDx Academic City's social channels.
- Media Partners: Campus radio, national outlets, and press releases.
- Global Association: Affiliated with TED's international platform reaching millions worldwide.

Sponsorship Opportunities

Platinum Partner - GHS 10,000+

Be the Headline Sponsor of TEDx Academic City 2025

Benefits:

- Naming rights: “**TEDx Academic City 2026, powered by Your Brand Name.**”
- Keynote or co-hosting opportunity during the event.
- Prominent logo placement across stage backdrop, livestream, banners, website, and event videos.
- 60-second promotional video featured between speaker sessions.
- Solo spotlight post on all TEDx Academic City social media pages.
- VIP booth space for product display or brand activation.
- Logo and backlink featured at the top of the TEDx Academic City website sponsor section.
- Acknowledgment by host during opening and closing remarks.
- Inclusion in press release and event recap video.
- Private networking access with speakers and VIP guests.
- **5 Complimentary** Event Passes.

Sponsorship Opportunities

Gold Partner - GHS 5,000+

Position your brand among Ghana's forward-thinking organizations.

Benefits:

- Co-branding of one session or speaker block: **"This session is supported by [Your Brand Name]."**
- Logo displayed across **event slides, banners, livestream, and programs.**
- Verbal recognition by host during event.
- Featured in shared social media appreciation post (tagged and credited).
- Option to include branded materials in attendee gift bags.
- Logo on TEDx Academic City website under Gold tier.
- Group photo opportunity with speakers and organizers.
- **3 Complimentary** Event Passes.

Sponsorship Opportunities

Silver Partner – GHS 2,000+

Support the movement and gain recognition among changemakers.

Benefits:

- Logo included on shared sponsor banner displayed in key event areas.
- Acknowledgment on the sponsor appreciation slide during closing remarks.
- Inclusion in group social media “Thank You” post.
- Option to share promotional flyers or swag items with attendees.
- Logo listed under Silver Sponsors on TEDx Academic City website.
- **2 Complimentary** Event Passes.

Sponsorship Tier

BENEFITS:	SILVER GHS 2,000+	GOLD GHS 5,000+	PLATINUM GHS 10,000+
Website Presence	✓	✓	✓
Social Media Recognition	✓	✓	✓
Verbal Acknowledgment	Closing remarks	During event	Opening and closing remarks
Event Passes	2 Complimentary	3 Complimentary	5 Complimentary
On-site Activation	Flyers or swag in attendee bags	Gift bag materials	VIP booth for brand activation
Logo Placement	Shared banner & sponsor slide	Event slides, banners, livestream, and programs	prominent on stage backdrop, livestream, banners, website, and event videos
Press / Media Inclusion	—	—	Press release + recap video inclusion
Video Feature	—	—	60s promotional video between sessions
Speaking / Hosting Opportunity	—	—	Keynote or Co-hosting opportunity
Networking Access	—	—	Private access with speakers & VIPs

Partnership Add-ons

You can also support specific event components:

- **Stage & Lighting Sponsor – GHS 4,000+**

Branding on stage banners and backdrop, plus logo in event intro video.

- **Livestream & Media Sponsor – GHS 3,500+**

Co-branding across livestream interface, media credits, and recap reel.

- **Refreshment Sponsor – GHS 2,500+**

Branding on refreshment stands and inclusion in appreciation slide.

- **Speaker Gift Sponsor – GHS 1,500+**

Branding on speaker appreciation items and group photo acknowledgment.

CONTACT US

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